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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Takashi OSHIBA et al.

Title: ADVERTISEMENT OPPORTUNITY TRADING SYSTEM,  
ADVERTISEMENT OPPORTUNITY TRADING METHOD, AND  
RECORDING MEDIUM

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**REPLY UNDER 37 C.F.R. 1.116**

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Sir:

This communication is responsive to the Final Office Action dated June 26, 2008,  
concerning the above-referenced patent application.

**A Listing of the Claims** begins on page 2 of this document.

**Remarks/Arguments** begin on page 18 of this document.